

Title: 2016 NYS IPM Program Communication Team Status Report

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Project Collaborator: Rob Way, formerly Web Admin for CALS, and Aaron Fowler, Web Admin for CALS

Abstract: In 2016 the NYS IPM Program's communications team researched, wrote, and designed our 2015–16 annual report and distributed news releases on our Excellence in IPM award recipients. Meanwhile, our careful examination, analysis, and overhaul of scores of webpages culminated with a move to CALS Drupal templates this year — a major accomplishment that has worked out well. And we continued and expanded our social media reach via our Facebook posts and Twitter feed, along with our blog, ThinkIPM.

Description: We take special care with our flagship Year in Review, sometimes adding a new twist to our presentation. This was one of those years. Our 30-year anniversary report was still in circulation and still a conversation-starter. So we opted for an equally innovative approach that worked both as a standalone mailer and as a four-fold, tabbed insert for instances when we wanted our 2015–16 report to augment the anniversary report. Thus our Year in Review opened up as a series of stories highlighting our accomplishments in each commodity and for the program as a whole. That they were shorter than our typical annual report stories made them no easier to write, since so much material inevitably ends up on the cutting-room floor. What to keep and what to let go of? Not easy decisions to make.

Once unfolded, our report offered a new treat for our readers: a “Think IPM” infographic that lends itself to use as a poster and leads readers through how to apply IPM practices and principles to real-world challenges.

We also pay close attention to our website's usefulness and functionality, which after considerable fine-tuning and preparation led to a long-anticipated move away from a service we'd used for many years and to the website templates Cornell has offered for some time now. By May 11 the first phase of revamping our website was complete, going live without a hitch. The many redirects we had in place helped our visitors locate favorite destinations.

We post often to our Facebook and Twitter accounts, though our *thinkIPM* blog sometimes suffers when other projects — our annual report, for instance — take priority.

2015–16 Year in Review:

In our report you'll find stories on

- **Pollinators:** their value to New York's economy can't be overstated, so we worked hard with New York's Pollinator Task Force in crafting the Pollinator Protection Plan, while a survey at Bethpage Golf Course provided info other golf courses could use to attract pollinators; people too
- **Field crops:** providing grower-driven, locally adapted educational programming; we also kept farmers in the know with weekly pest reports that reach about 9,500 growers each year

- **Community:** given the threat of Lyme disease, what makes ticks tick? Our resources help. Also, a seven-county “composting 101” program helps build healthy, pest-preventive soils while keeping one-third of household waste out of landfills
- **Communications:** NYS IPM’s new website went live without a hitch. (Whew.)
- **Ornamentals and greenhouses:** our “Alternatives to Invasives” pub lists lovely plants that play well with the native plants in our yards, meadows and forests, while our research on aphid “phyto-Draculas” in greenhouses showed that crop damage in greenhouses depends very much on which crop is at risk
- **NEWA:** our always-growing on-farm pest forecasts now reach thousands of growers, not only throughout New York but in states as far-flung as New Hampshire, North Carolina, and Minnesota
- **Vegetables:** a survey shows that growers’ research and extension needs dovetail with what IPM offers, while on-farm demos reinforce the importance of fundamental IPM practices
- **Fruit:** birds take a bite out of the balance sheet when they snack on crops, calling for new ways to control them. We helped coordinate a four-year research and extension project with three other fruit-growing states
- **Hops:** the rise in craft breweries calls for research to keep hops farms productive. From greenhouse to harvest, we’re offering important programming for sustainable approaches to growing hops

Our infographic uses imagery to demonstrate the broad need for IPM in our farms and communities. Whether it’s goose droppings on playfields (hint: slick droppings can lead to falls, injuries, and the costs they entail) or flies that hassle cows (hot and bothered cows give appreciably less milk), this infographic introduces readers to the full range of IPM tools they can use to identify and solve problems where they live and learn, work and play.

We wrote these articles and news releases:

- “Cornell Professor Wins Award for His Way with Weeds — and People” (Toni DiTommaso)
- “Accolades Earn “Excellence in IPM” Award for Long Island Growers’ Advocate” (Sandra Menasha)
- “Tireless Advocate Tackles Tiny Pest, Earns Excellence in IPM Award” (Dale-Ila Riggs)
- “Teaching in a Bug-Eat-Bug World Earns Excellence in IPM Award for Cornell Extension Researcher” (John Sanderson)
- “Lee Telega, Cornell agricultural advocate, earns Excellence in IPM award” (Lee Telega)

We wrote these *ThinkIPM Blog* posts

- English, Karen. “Excellence in IPM Awards: Announcing 2015 Winners,” *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 19 January 2016.
- English, Karen. “Dear Turfgrass Managers,” *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 27 January 2016.

- Woodsen, Mary. "Celebrating 30 years of IPM," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 5 February 2016.
- Woodsen, Mary. "We Reward Excellence," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 10 February 2016.
- Woodsen, Mary. "IPM Rewards Excellence — the Ten Eyck Connection," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 17 February 2016.
- Woodsen, Mary. "Every Season Is Tick Season," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 24 February 2016.
- Woodsen, Mary. "Excellence in the Berry Patch," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 2 March 2016.
- Woodsen, Mary. "Farm Demos, Scouting, Resourcefulness Earn IPM Award," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 16 March 2016.
- Woodsen, Mary. "Pollination Potpourri: Wasps, Moths, Flies, Beetles, and oh yes ... Bees," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 24 March 2016.
- Woodsen, Mary. "Lee Telega, Cornell agricultural advocate, earns Excellence in IPM award," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 30 March 2016.

We edited these *ThinkIPM Blog* posts

- Frye, Matt. "Fighting Waterbugs — with Water," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 24 August 2016.
- Frye, Matt. "Ultrasonic Devices? Ultra-Ineffective," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 16 August 2016.
- Frye, Matt. "Early Detection – Rapid Response," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 19 July 2016.
- Lampman, Joellen. "Invasive Species Are on the Move — Help Stop Them," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 13 July 2016.
- Lampman, Joellen. *ThinkIPM Blog*. "For Wasps, Prevention Is Key — and the Time Is Now," New York State Integrated Pest Management Program, Cornell University. Web. 9 June 2016.
- Lampman, Joellen. "Pavement Ants – A Groovy Pest," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 2 June 2016.
- Lampman, Joellen. "Dandelions? Wasps? Mice? For Every Season There Is a Purpose (But It's Not Always Obvious)" *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 18 May 2016.
- Lampman, Joellen. "It's tick season. Put away the matches," *ThinkIPM Blog*. New York State Integrated Pest Management Program, Cornell University. Web. 26 April 2016.

Website functionality

Moving the nysipm website to CALS Drupal templates this year was a major accomplishment and has worked out well. We learned to use the Drupal interface and recomposed the website using its features. We also became familiar with the eCommons interface (Karen is an eCommons coordinator) and have published about 90% of our IPM publications there, along with all our project reports dating back to 2004. We created several ways to search for and link to the publications and project reports from the website.

By May 11 the first phase of building the website was finished and went live without a hitch. The many redirects we had in place helped our visitors locate favorite destinations. Google Analytics gave us insight into the challenges our web audience faced during this last year.

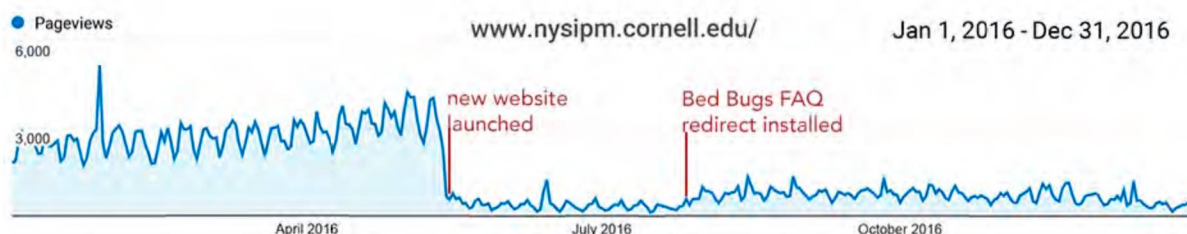
For the first four months of 2016, the website was still in its original location and statistics showed it performing much as it had during corresponding months of past years. But after the launch on May 11, page views dropped dramatically because

- visitors were unfamiliar with the new interface
- publications and project reports had moved
- technical problems meant we couldn't move our Bed Bugs FAQ page to the website until late July

Note that page views for the Bed Bugs FAQ page compose 50% of page views for the entire website, but for technical reasons we was not able to add that page to the website until the summer. In late July Aaron Fowler made a direct connection from the old Bed Bugs FAQ URL to the new, and page views jumped to about 400 per day.

Here is Aaron's insight into the importance of the Bed Bugs FAQ page: "You really have two distinct visitor groups to your site: Bed Bugs and everyone else. Bed Bugs visitors are mostly new visitors who visit the Bed Bugs FAQ page and then leave. The bounce rate (% of people who view just one page on your site and leave) for that page is nearly 90%, which drives up the overall bounce rate for your site."

Analyzing the website's traffic with and without visits to the Bed Bugs FAQs page gives us more insight into our audience. For example, the half of our visitors who don't access the Bed Bugs FAQ page stay on our website significantly longer than all our visitors combined (2.46 v. 1.52 pages viewed/session). We can use this information to inform decisions about where to focus efforts within the website.



Website Statistics; Number of PageViews 2016:

425,682 = Unique PageViews for nysipm.cornell.edu

6767 = PageViews of Project Reports at eCommons May through December 2016

24,789 = PageViews of Publications at eCommons May through December 2016

457,238 = Grand Total

The grand total of page views for 2016 was less than half the total for 2015 (1,013,353). But we anticipate we will come close to that again in 2017. About 80% of our visitors access our site through search engine searches that will find our pages more easily because

- As other websites link to our new URLs, search engines will rank our site higher
- The metadata we've added to all our publications and project reports make those documents easier to find

New and updated webpages:

- Vegetable IPM Practices: (previously the Vegetable Recommends) is being recreated on the website. So far the first 12 chapters (out of 27) have been transferred.
- Created press releases and news items for five IPM award winners
- Added a Conference section within the website's Resources section to house announcements and descriptions of our annual conferences
- The Job Opportunities page was kept up-to-date with news of our candidate searches and interviews
- Updated the Landscapes, Parks & Golf Courses web page to include more of our turf resources
- Added subcategories to the Publications category under the main menu item Resources for ease of navigation
- Updated the Working Groups pages
- Updated the rotating slideshow on the homepage
- Added photographic banners to more pages

New and updated In-house documents, printed pieces, and supporting graphics:

- Working closely with our director, we designed and laid out our 2016 Year in Review. We created a complex infographic with customized copyright-free photographs and images as well as original artwork. We chose the style, typography, color palette, and photographs with appropriate credits, and consulted with the US Post Office to ensure trouble-free mailing.
- Ag and Community IPM Impacts one-pagers 2016
- Assembled and posted the *Western Bean Cutworm ID* and *Western Bean Cutworm Look-alikes* documents
- *NYS Parks Golf Courses: Leaders in Environmental Golf Course Management* poster
- *Golf Course Pollinator Survey at Bethpage State Park* poster
- CIPM white paper

- Assembled several documents as a *Report to State Park Partners*
- Pollinator Habitat yard sign
- Supporting signage for our display at Empire Farm Days, including *Protect Pollinators* and *Tick Safety*
- Created five new icons for the new Conifer App
- Updated the IPM staff directory

Additions to the eCommons Collections:

1. Publications

- Three brochures: *NEWA, Community IPM*, and *Moscas del Establo Guía para el Manejo*
- 13 Organic Guides for 2016: *Organic Dairies, Grapes, Strawberries, Blueberries, Raspberries and Blackberries, Snap Beans, Carrots, Cole Crops, Cucurbits, Lettuce, Peas, Potatoes, and Spinach*
- NYS IPM's 30-Year Anniversary Report
- Recrafted the *Community IPM Progress Report 1994-1998* as a pdf
- Nine fact Sheets: *Egyptian Cottonworm, European Grape Berry Moth, Apple Chlorotic Leaf Spot Virus, Apple Stem Pitting Virus, Spotted Lanternfly, Variegated Golden Tortrix, Geese on School Grounds, Child Safe Playing Fields Act, and Fear as a Biological Control?*

2. Project Reports

- Posted Years 2004, 2003 and 2015 Project Reports (131 documents in all with their metadata)

17 Additions to the NYS IPM YouTube channel:

- *Limiting Bird Damage in Fruit: A Vertebrate Damage Management Workshop, Aug 2015*, a collection of seven videos
- Five videos added to the Field Crops playlist: *IPM for Foliar Diseases of Soybeans, IPM for Black Cutworm on Field Corn, IPM for Seedcorn Maggot in Field Corn, IPM for Seedcorn Maggot in Field Corn*, and *IPM for Northern Corn Leaf Blight*
- *Climate, Weather, Data: Protecting Our Crops and Landscapes; A Conference Presented by the NYS IPM Program, August 15, 2016*, a collection of five videos

Outreach:

- **Climate, Weather, Data: Protecting Our Crops and Landscapes:** created videos of presentations; see Additions to the NYS IPM YouTube channel above.
- **Empire Farm Days 2016:** Our focus was on tick safety with a secondary focus on pollinators. We had good interest in our display, with passersby taking many of our outreach materials and testing how pest-savvy they were with our "True or False?" questions.